

## Chapter 8:

### Funding a Wetland Focus Area

Funding for wetland conservation projects can be obtained from many different sources and in many different ways. Your wetland focus area may be interested in raising funds by holding fund-raising drives, selling items, incorporating as a nonprofit group and seeking monetary and in-kind donations, or applying for grants. Private foundations, corporations, nonprofit organizations, individuals, and government agencies are good sources of funding for wetland projects. A local land trust can be especially helpful. Although different funders have different requirements and criteria for projects they will be willing to fund, most are looking for projects initiated by partnerships between and among many different sectors that involve and educate the community and help improve water quality and wildlife habitat.

Listed below are some potential sources of funding at the local, state, and federal levels, and several sources of additional information about fundraising. Agency programs listed here are mainly grant programs. See chapter 7 for incentives programs that may also be of interest.

#### Local Fundraising Efforts

- Membership dues from members of your focus area (if you can provide them with a regular newsletter and/or other member services).
- Local birding and environmental groups, fishing and hunting clubs, and native plant societies can donate funds or time to your cause.
- Local businesses can provide in-kind services such as printing, equipment, laboratory services, and office space.
- School children can raise money as a class for donating to your wetland cause. Volunteers can donate time and effort working in the wetland area or doing some other activity that is needed.

#### Indiana-specific Programs

- **Lake and River Enhancement Program (LARE)**  
The LARE program provides technical and financial assistance to projects aimed at controlling sediment and nutrient inflows from agricultural sources and other land disturbing activities so as to forestall or reverse the impacts of such inflows and enhance continued use of Indiana's public access lakes or rivers. The program allows grant funds to be used for five basic purposes: 1) preliminary lake evaluations, 2) diagnostic/feasibility studies of lakes, 3) design of lake-related projects, 4) construction of lake-related projects, and 5) land treatment in lake or river watersheds. Projects can include wetland restoration or construction for control of sediment and nutrient inputs. Administered by the IDNR Division of Soil Conservation. (317-233-3871)
- **Section 319 Nonpoint Source Water Management Grant Program**  
This program was established to control pollution from nonpoint sources to the navigable waters of the State and to improve the quality of such waters. Primarily, the grant money from the EPA is used to fund projects to control and clean up nonpoint source pollution. Some constructed wetlands projects have been funded through this program. Administered by the Indiana Department of Environmental Management. (317-308-3208)

- **IPALCO Golden Eagle Environmental Grant**

The Indianapolis Power & Light Company (IPALCO) provides financial assistance to not-for-profit organizations and governmental units for projects which will preserve, protect, enhance, or restore environmental and biological resources throughout Indiana. Administered by the Indiana Parks and Recreation Association. (101 Hurricane Street, Franklin, IN 46131)

## **Federal Programs**

- **North American Wetlands Conservation Act (NAWCA) Grants**

The U.S. Fish & Wildlife Service administers large and small grants for wetlands conservation activities. Contact the USFWS North American Waterfowl and Wetlands Office. (703-358-1784)

- **Partners for Wildlife**

In this program, landowners receive technical and financial assistance to restore degraded or converted wetlands for the primary benefit of wildlife. Special consideration is given to projects that help endangered species, contribute to the goals of the North American Waterfowl Management Plan, are located near existing habitat, and use native plant species in the restoration. Administered through the U.S. Fish and Wildlife Service. (812-334-4261)

- **Environmental Education Grants Program**

This program provides financial support for projects which design, demonstrate, or disseminate environmental education practices, methods, or techniques. Administered by the U. S. Environmental Protection Agency. (800-621-8431)

- **The Five Star Restoration Challenge Grant Program**

This program provides challenge grants, facilitates technology/information transfer and partner collaboration, and supports peer-to-peer communication programs in an effort to promote community-based wetland and riparian restoration projects. Partners may include citizen volunteer organizations, corporations, private landowners, local conservation organizations, youth groups, charitable foundations, federal, state, and tribal agencies, and local governments. Each project would ideally involve at least five partners, who are expected to contribute funding, land, technical assistance, workforce support or other in-kind services that match EPA's contribution. The project must have a strong on-the-ground habitat restoration component that provides long term ecological, educational, and/or socio-economic benefits to the people and their community. Administered by the U. S. Environmental Protection Agency. (800-621-8431)

### **Clean Water State Revolving Fund (CW-SRF)**

The CW-SRF provides low-interest loans for wetland restoration, protection, and construction projects. These loans are available in every state and in Puerto Rico. The CW-SRF programs work like banks. Federal and state money is used to set up the banks, which make low- or no-interest loans for water quality projects. Funds are repaid to the SRFs over a period of up to 20 years. These loans can be helpful to landowners and organizations who are unable to qualify for other grant programs. Administered by the U. S. Environmental Protection Agency. (800-621-8431)

## **National Organizations** (see Directory for contact information)

The Nature Conservancy, Indiana Chapter

The Audubon Society

Izaak Walton League

The Sierra Club Wetlands Project, Hoosier Chapter

Ducks Unlimited

## Land Trusts and Other Land Acquisition Entities

Shirley Heinze Environmental Fund  
444 Barker Road  
Michigan City, IN 46360

Sycamore Land Trust  
PO Box 7801  
Bloomington, IN 47407-7801

ACRES Land Trust  
2000 North Wells Street  
Fort Wayne, IN 46808

Wawasee Area Conservancy Foundation  
6938 East Waco Drive  
Syracuse, IN 46567

NICHES  
PO Box 2790  
West Lafayette, IN 47906-2790

The Nature Conservancy  
1330 West 38th Street  
Indianapolis, IN 46208

Central Indiana Land Trust, Inc.  
PO Box 509074  
Indianapolis, IN 46250

Indiana Karst Conservancy  
PO Box 2401  
Indianapolis, IN 46206-2401

## Directories and Other Sources of Information

### *Directory of Environmental Grantmaking Foundations*

Available from: Environmental Data Research Institute  
P.O. Box 22770  
Rochester, NY 14692-2770  
800-724-1857  
E-mail: [edri@eznet.net](mailto:edri@eznet.net)

### *Directory of Indiana Grantmakers*

Available from: Indiana Donors Alliance  
32 East Washington St., #1100  
Indianapolis, IN 46204-3583  
317-630-5200  
E-mail: [info@indonors.com](mailto:info@indonors.com)  
Website: [www.indonors.com](http://www.indonors.com)

### *Directory of Funding Sources for Grassroots River and Watershed Conservation Groups*

Available from: River Network  
P.O. Box 8787  
Portland, OR 97207-8787  
503-241-3506  
E-mail: [rivernet@igc.apc.org](mailto:rivernet@igc.apc.org)

### *Catalog of Federal Funding Sources for Watershed Protection*—Reference No. EPA 841-B-97-008

Available from: National Center for Environmental Publications and Information (NCEPI)  
800-490-9198 or (513) 489-8695  
Website: [www.epa.gov/OWOW/watershed/wacademy](http://www.epa.gov/OWOW/watershed/wacademy)

A directory and CD-ROM of environmental grantmaking foundations.

Available from: Resources for Global Sustainability, Inc.  
P.O. Box 22770  
Rochester, NY 14692-2770  
800-724-1857  
Website: [www.environmentalgrants.com](http://www.environmentalgrants.com)

A directory and CD-ROM of companies that give money to non-profit organizations.

Available from: Standard & Poor's  
25 Broadway  
New York, NY 10004  
800-221-5277

*Greening the Grassroots, How Wildlife and Habitat Organizations Can Write Winning Grants*  
and the supplement, *A Partial Listing of Wildlife, Animal, Habitat and Grassroots Funders*

Available from: The Wildlife Network  
401 San Miguel Way  
Sacramento, CA 95819  
916-457-0433

The Foundation Center provides many fundraising and nonprofit development resources including directories and CD-ROMs of foundations. There are offices in New York, Washington, D.C., California, Ohio and Georgia.

Available from: 800-424-9836  
Website: [www.fdncenter.org](http://www.fdncenter.org)

The Chronicle of Philanthropy is an invaluable resource for information about nonprofit and philanthropic activity.

Available from: Chronical  
1255 Twenty-third Street, N.W.  
Washington, D.C., 20037  
202-466-1230  
Website: [www.philanthropy.com](http://www.philanthropy.com)

The Taft Group provides many fundraising resources including directories and CD-ROMs.

Available from: 800-877-TAFT  
Website: [www.taftgroup.com](http://www.taftgroup.com)

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## The Limberlost Experience – Raising the Money

Pilot Focus Area Coordinator Ken Brunswick admits that fundraising is always a challenge.

In the Limberlost, being creative and using all the ways we can think of to bring in dollars seems to work best. We use a variety of methods to raise funds.

- We partner with ACRES Land Trust. ACRES and its members have been huge contributors of both their time and their fundraising abilities. Many times they were working behind the scenes to keep our project moving forward. We can't thank ACRES enough for its help in nearly all aspects of our project.
- We solicit local foundations that might be interested in funding wetland restorations. In the early stages of our project, the Ropchan Foundation helped us purchase an area critical to the project's success. We were attempting to get all of the restoration area into the Wetlands Reserve Program (WRP) in order to reduce the amount of funds we needed to raise privately. One 45-acre area was so far down on the WRP list that it would take a long time for it to be accepted. It was crucial to purchase this area quickly—it was centrally located, and it offered access to the other 143 acres we were restoring. The project hinged on this area. ACRES recommended that we go before the Ropchan Foundation Board and ask for the \$50,000 needed to continue the project. We went to the Board with maps of the Limberlost Area showing the wetlands we proposed to restore. We presented our project goals and plans. The Board said that upon our completion of certain requirements, we would be granted the funds! A long term plan of operations had to be developed which stated how the wetlands would be permanently preserved for the future. We completed the plan and were once again moving forward.

- People who join the *Friends of the Limberlost* (Limberlost Pilot Focus Area) pay annual membership dues. This entitles them to our quarterly newsletter. Dues help pay the regular, ongoing costs that our focus area incurs.
- We distribute a brochure that captures the essence of our organization. Marla Freeman, one of our founding members, designed the brochure. The front cover features a wetland scene and a moth. Gene Stratton-Porter's *Moths of the Limberlost* (1912) is still considered one of the best scientific studies of moths nearly 100 years after it was published. The brochure describes the splendor and grandeur we once had in the Limberlost, its destruction, and how a donation will help restore the area immortalized by Gene Stratton-Porter. This brochure has solicited donations from as far away as New Zealand.
- We have nature exhibits at the Limberlost State Historic Site (and other local nature preserves), hikes and guided tours through the Loblolly Marsh Wetland Preserve, and a self-guided auto tour of the Limberlost area. We put on a "Nature Day," where we have several wetland programs and activities for adults and children. All of these things raise awareness of the Limberlost Swamp, and help inspire people to make donations. We do not actively solicit donations at these events, but we give all participants a brochure that tells how they can contribute to the effort.
- We "sell" honorary "Foot of Swamp" certificates. A \$10.00 donation equals one square foot of swamp. For a \$25.00 donation, the certificate can be personalized as a memorial or a gift to a friend or family member. We have increments of honorary acreage ownership for any size donation. We have raised over \$15,000 in 5 years with this technique.
- We sell sweatshirts, T-shirts, "Foot of Swamp" certificates, and almost anything that may raise funds. When removing old drainage tiles from our purchased areas, we are as careful as possible—our latest idea is to have broken tile chips available for a \$1.00 donation. Whole tiles will be painted with Limberlost wetland scenes and they will be available for a larger donation.

It is critical that someone (or preferably a group of people) is always pursuing fundraising leads and ideas. It can be the difference between the success and failure of all your efforts.

